

Business Plans and Improvement Initiatives

PCS supports the business development activities of a range of clients, from national contractors to SMEs operating in specialist markets in the construction sector.

We provide strategic support in developing business plans, as well as the appropriate resource to implement and communicate specific business improvement initiatives.



Business Improvement Strategy

In 2005, PCS business planning specialists worked full time with the senior management of a national contractor to review and improve the organisation of its civil engineering division in terms of management, work winning and market growth. Over a period of four months, we identified and reviewed their key business processes, and brought about sustainable improvements to their operation. We achieved this through:

- Process mapping and improving business process within the division
- Initiating a sustainable business plan and achieving buy in from senior management
- Focussing the management team on areas for improvement
- Communicating the strategy to management and staff through presentations, facilitating meetings, roadshows and newsletters

Business Planning

We have undertaken a number of business planning assignments for major contractors. We are appointed to liaise with senior management, staff and customers to identify key areas for business improvement. The outputs of this process have included:

- Customer focussed business plans
- Business improvement plans
- Key customer action plans

SME Companies

It is not economically viable for some SMEs to employ full time business development resources. PCS solves this problem by providing a full marketing support service to these companies, the objective always being to ensure their business continues to develop and expand, and is positioned to take advantage of emerging market opportunities.



Services include:

- Developing business and marketing plans
- Market sector research and approach strategy
- Corporate image and brand development
- Marketing and sales support to achieve targets and sustainable growth